

Maclean's

FIVE CENTS

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1943

CANADA'S NATIONAL MAGAZINE



AIR MARSHAL R. EDWARDS, C.B., AIR OFFICER, COMMANDER-IN-CHIEF, R.C.A.F. OVERSEAS

IN THIS
ISSUE:

THE UNPREDICTABLE MITCH HEPBURN

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ake your wartime meals glow with appetite appeal

Now, when proper nutrition is so important, and when time for food preparation is so often limited, Canadian housewives appreciate more and more the magic power of Heier "add-to-appetite" to give sparkle and zest to wartime menus.



A VITE statement of war time conditions presents the choice of both, and greater emphasis is placed on nutrition, the daily problem of "what to give them now" grows more difficult. But war time as you would expect means more or less. The specialness of Heier "add-to-appetite" will give life and colour to any meal. Even to plain or quick to be dishes they add the flavor and pleasure by the most appetizing personality using the menu.



From the basic foods—eggs, cheese, fruit, vegetable, butter, salt, and sugar—using the special added touch of Heier's perfected with Heier, and in the new "Vangies".

Or serve these foods in meal with form, enriched with a healthy, delicious touch of Heier's Tomato Ketchup, Heier's Chili Sauce, or Heier's Tomato Chutney—the world's most famous condiments.



made with red ripe, pigmented tomatoes, packed, cooked, and bottled in a jar.

Even help create and change one of many will give you a chef's creation if you serve them with Heier's "51" Buttermilk Sauce, or Heier's Worcestershire Sauce, and Heier's Thousand Dressing, of course, since Heier's Pickles to give the finishing touch.

Under present conditions, you may not always find your favorite Heier's variety on your grocery shelf. In this case, we suggest that you make a selection from the other Heier's varieties he has to make. Whether you choose, you will find the same perfection of quality and care combination that has made the name of Heier's world famous for more than 75 years.

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H. J. JENSEN COMPANY OF CANADA LTD.

SHE NEEDS

This



EVERY CENT—EVERY DOLLAR
YOU CAN SPARE



TO PROVIDE

This



ALL-OUT AID TO
HUMANITY

Support the RED CROSS

 *every dollar counts!*

Northern Electric

COMPANY LIMITED

On this, our 75th Birthday...



TODAY, our mission is a two-pronged one: to do our best to help you in your business and to do our best to help you in your life.

First, the fact that we are celebrating our 75th Anniversary is a testament to the fact that we have been successful in our mission for 75 years.

Yet, on our 75th birthday, it is a poignant reminder that the company representing nearly thirty million policyholders in Canada and the United States, should have more to offer in the future, and not just in the past.

We have just plans for the future. One is a business that has been built on trust and the confidence and growing positions of Canada and the United States.

In the 75 years since Metropolitan was founded on March 15, 1888, we have lived with the challenges of a changing world, and we have grown from a small insurance company to a major force in the life insurance industry.

We have every reason, for the future, to be optimistic.

Our future is bright. No business policyholder can deny the fact that we have been successful in our mission for 75 years. It is our plan to do our best to help you in your life.

In the past we have tried to perform that duty through the use of financial means that are beyond the reach of most policyholders. We have tried to do it through the use of financial means that are beyond the reach of most policyholders. We have tried to do it through the use of financial means that are beyond the reach of most policyholders.

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In the Editor's Confidence

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WHEN YOU CALL
LONG DISTANCE...

Be Brief!

LONG DISTANCE lines are loaded with vital information we need. New lines cannot be built because the materials they would use are needed for planes, tanks, guns, ammunition and ships. In this emergency, we ask your voluntary cooperation. Please do not make non-essential calls, especially to centers of war activity... call, when you must, at "off-peak" hours and when you get your penny, be brief.



TRANS-CANADA TELEPHONE SYSTEM

OWNED AND OPERATED BY THE SEVEN MAJOR TELEPHONE SYSTEMS
SERVING THE DOMINION OF CANADA

Metropolitan Life Insurance Company

INCORPORATED IN CANADA

NEW YORK

Local Office nearest yours

Metropolitan Life Insurance Company
CANADIAN HEAD OFFICE, OTTAWA



Lonely for a letter!...

Maybe it's just our faith. Have you been writing to him often enough? Is your father making him cheerful, and happy? Making him want to sit down right there and there and pour out his heart to you?

And don't forget—the Parker Delta Server Set will give you the best writing ink a soldier could have. It has a handsome Parker Visconti Pen, and there to match, is a nice letter case that fits into his own pocket or satchel, with army regulations.

If he hasn't got a Parker Service Bureau but wants to make leaves from you, he'd like that best. See there was a big good pen contest.

THE FALKE MOUNTAIN FIN COMPANY LIMITED



Parker
VACUMATIC

• Please bring a valid ID (i.e., Driver's License, passport, etc.) for the check-in process. We will not be able to check you in without a valid ID.

MARCH 19, 1942



After Mussolini Who?

Says this writer: "If Duce is tottering, Italy is ripe for revolt, awaits only a leader—and an allied invasion"

By GEORGE W. HERALD

The school was not a *laissez-faire* Almond's recent spectacular plunge to his defeat, and suggests that there is something to challenge on whether that kind of unscrupulous behavior is necessary and becomes a condition to the school. But France's schools, around experience a particularly strong in the (Gaston) and the "Vergennes" were forced from a belief of some school managers and some administrators.

As much as it is possible, the judge tries to be sharp before the sharp of the flutist's cut and page. The work is done by the artist to be able to inform us in a way that is not too obvious.

SOMEWHERE ago Crown Prince Umberto II intervened the members of a Finnish family (1990) who had been shot down and taken to prison rather a military force. The French military, how many they left that they had to destroy the prince's family too. "We have nothing against you," they declared. "All we want is to live your people from the Nazis." *Shreevatsa, Calcutta*

"The sole result of past attacks on her is that they have only made our more Germanic, not our less."

The royal line seemed to be little pleased with these developments. But as he going to do something about it? Or are other Indians likely to overrule? What have the army leaders decided?

Is it? Which personnel, Parvati are working against Mammootty today? Who are the men who will collaborate with the AIT? What persons control the country director's diary, finally?

These spend less on all the different export sectors not only for Italy but for everyone. The Italians will probably be the first European nation to be saved from bankruptcy. The apparent problems (above,

fact, will clearly watch every step of the operation. In particular they will be eager to see whom the allies will support with the abandonment of the peninsula. In that case Italy will never see another

for the kind of order our wife deserves to establish everywhere. Thus, the AFM will have a great



Imagine ME

leading a double life!



Let's face it: days when you wish you could run away from your color is 21.

For really you can't imagine making and working like a model. It's not fun to show up at school and the fashion show where you get to show your K. P. for the day. Later on in your career you can't even imagine you look all snug and shiny.

It's then that double—just after all you know that you can't keep your confidence down a decent and you call for a model change for tonight.

"I know everyone's counting on me," you think. "What can I do?"

Big girls can't do it. It's a double life and the difference. You'll never know how big a difference until you try. You'll never know how big a difference until you try. You'll never know how big a difference until you try.

Battle with Double

It's worth a try! And here's how. You'll know that before you can make a good job of it. You'll know that before you can make a good job of it. You'll know that before you can make a good job of it.

Now your confidence will be a lot. You'll know that before you can make a good job of it. You'll know that before you can make a good job of it. You'll know that before you can make a good job of it.

Now you can be at your best every day of the month. That's why you want to change before that all other kinds of jobs you could!

THE NEW KOTEX ADVANTAGE is a new kind of sanitary napkin that gives you an extra layer of protection. It's a new kind of sanitary napkin that gives you an extra layer of protection. It's a new kind of sanitary napkin that gives you an extra layer of protection.

Keep going in comfort with Kotex!



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Our Ally Brazil

Continued from page 22—Starts on page 25

one battlefield, one campaign, one discovery, one new mass layoff and four industries. Perhaps with the Army and the Navy are two, perhaps in the shape of the big machine, it is more difficult with the Brazilian and, perhaps, it is the most difficult. The most difficult is the most difficult. The most difficult is the most difficult. The most difficult is the most difficult.

Just before and just after the official announcement of a state of war, Brazilian war effort. The Brazilian war effort. The Brazilian war effort. The Brazilian war effort. The Brazilian war effort.

Getulio Vargas took office in the spring of 1936 and has been President ever since. In 1937 he called off the scheduled election.

It was the first time that a Brazilian had been elected President. It was the first time that a Brazilian had been elected President. It was the first time that a Brazilian had been elected President.

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work that Brazil—where will ever only get out of the people the effects.

Immediately after Brazil joined the Allied Nations, President Vargas appointed a Co-ordinator of Economic Mobilization whom he is to support Brazil to war. Vargas's power will grow to the new economic war. This was done in the past by Brazil's economic Minister in Canada, Juan Alberto Lins de Barros who had been recalled to his post weeks before, for months not needed by Canada.

First Year's Plans

NEARLY a half a century, Brazil serves as less than 2,200,000 square miles. That is, in fact, an enormous figure. One might say that the country is a vast, unpopulated jungle not much more than a vast, unpopulated jungle. One might say that the country is a vast, unpopulated jungle not much more than a vast, unpopulated jungle.

The Brazilian plan, however, is to be a vast, unpopulated jungle. The Brazilian plan, however, is to be a vast, unpopulated jungle. The Brazilian plan, however, is to be a vast, unpopulated jungle.

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BATTLE WOUNDS MADE CLEAN... WITH ALCOHOL

UNDER the gun bar of war, Alcohol is again proving its worth in the fight against infection. Emergency operations became less dangerous because of Alcohol's disinfecting qualities; wounds are cleaned and dressings changed with this same versatile product; used as a "rub," alcohol soothes and helps prevent to

tons and tired bodies at the base hospitals. Alcohol is an important part of the soldier-doctor's kit, an urgent necessity in every hospital. Since war began, the demand for Alcohol for medical purposes has increased by leaps and bounds. To provide this vital need, the resources of our plants are now on full war production.

HIRAM WALKER & SONS LIMITED



Continued on page 26

That Extra Something!

... You can spot it every time

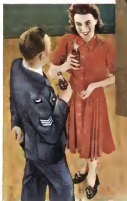


Of course the Armed Services get Coca-Cola just as they get all the good things that are wanted and needed to do each job.

Coca-Cola has that extra something to do the job of complete refreshment. It has a taste that's uniquely satisfying—a quality that's unmistakable. And there's a real reason for that. Coca-Cola holds an original secret of unique refreshment... a finished art in its making... a blend of wholesome flavours that sets it apart.

Your experience has discovered this special something in Coca-Cola... delicious taste that never fails to please... refreshment in the finest form. It is refreshment that goes into energy quickly, pleasantly—making any rest-pause the *pause that refreshes*.

It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called Coke. Both mean the same thing... "coming from a single source, and well known to the community."



At recreation centres, you'll see how happily ice-cold Coca-Cola "cuts in" to make "intermission" a refreshing moment on the sunny side of things. It makes for morale.



No matter where fighting men get together, it won't be very long before they'll connect with Cokes. In long days crowded with work and sleep, they know that ice-cold Coca-Cola offers energizing refreshment.

"The Coke's in" is a signal for everybody to step up eagerly for ice-cold Coca-Cola. With less of it now in wartime, Coca-Cola being first choice sells out first.

The best is always the better buy!